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December 19, 2007

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P.O. Box 1450  
Alexandria, VA 22313-1450FROM: Garth VivierOUR REF: 2050.065US1FAX NUMBER (571) 273-8300

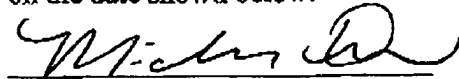
\* Please deliver to Examiner Mushfikh Alam in Art Unit 2623. \*

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In re. Patent Application of: Michael Cristofalo et al.Examiner: Mushfikh AlamSerial No.: 09/852,229Group Art Unit: 2623Filed: May 8, 2001Docket No.: 2050.065US1Title: TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND  
OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH TRADEOFFSBy: Name: Garth VivierReg. No.: 57,313

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PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Michael Cristofalo et al.	Examiner:	Mushfikh Alam
Serial No.:	09/852,229	Group Art Unit:	2623
Filed:	May 8, 2001	Docket:	2050.065US1
Customer No.	44367	Confirmation No.:	4955
Title:	TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH TRADEOFFS		

**REVOCATION AND POWER OF ATTORNEY**  
**CERTIFICATE UNDER 37 CFR § 3.73(b)**  
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Alexandria, VA 22313-1450

In accordance with 37 C.F.R. Section 1.36, M.P.E.P. Section 402.05 and 402.07, please revoke any existing Powers of Attorney, if any, and appoint the following attorneys and/or patent agents to prosecute this application and to transact all business in the Patent and Trademark Office in connection therewith:

Customer Number: 44367

**CERTIFICATE UNDER 37 CFR § 3.73(b)**

ACTV, Inc hereby certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an assignment from the inventor(s) recorded 06/20/2002 on Reel 013013, Frames 0918 - 0921. To the best of my knowledge and belief, title is in ACTV, Inc, the assignee.

Pursuant to 37 C.F.R. § 3.73(b) I hereby declare that I am empowered to sign this certificate on behalf of ACTV, Inc, the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true.

Please direct all correspondence in this case to:

Schwegman, Lundberg & Woessner, P.A.  
Customer No. 44367

Date December 18, 2007

By 

Name: Mark Beariault

Title: General Counsel